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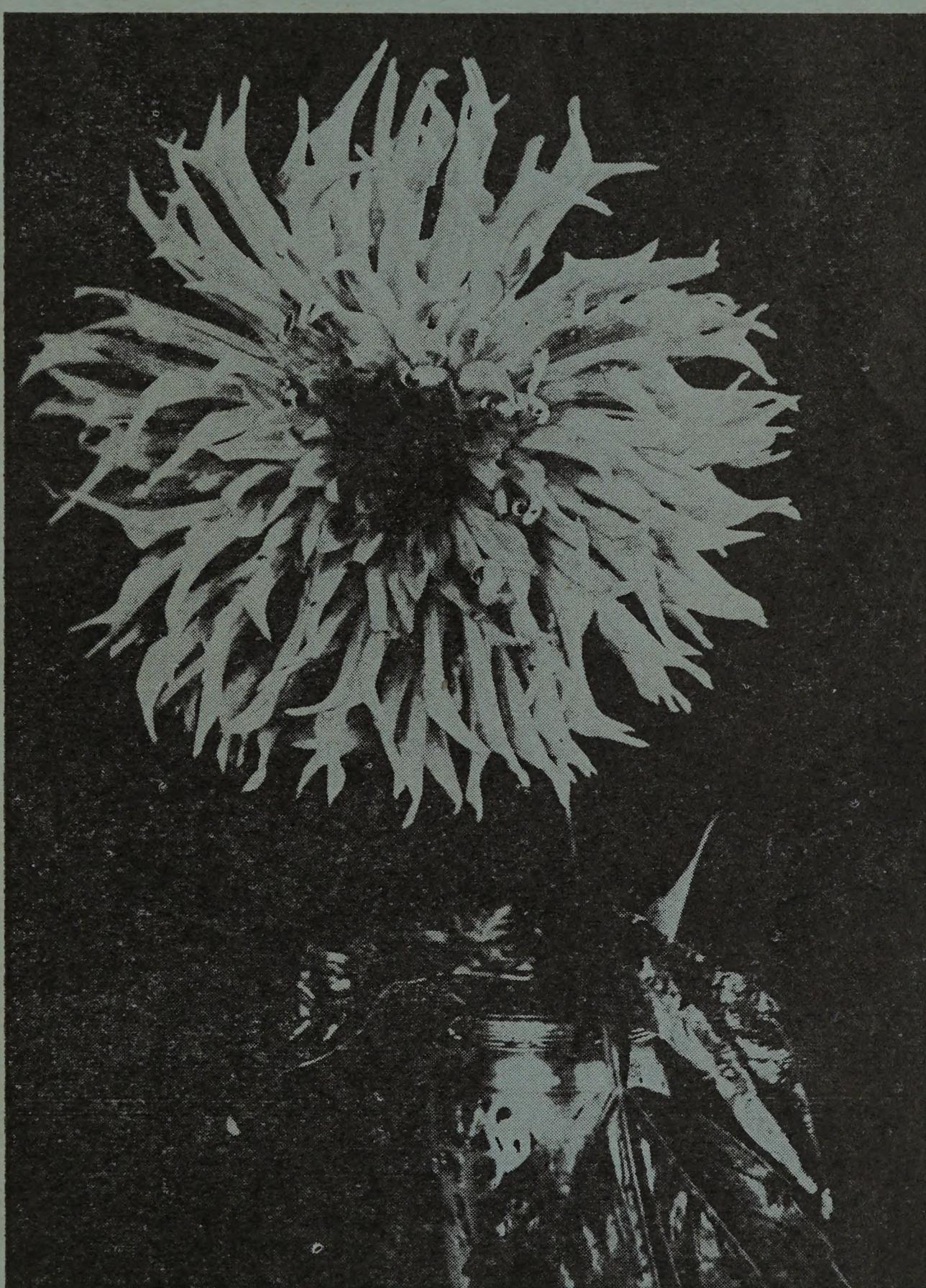
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U. S. Department of Agriculture.

1940 DAHLIAS 1940



"PREMIER'S EXQUISITE"

Premier Dahlia Gardens

George H. Swezey

63 Mertz Avenue

Hillside, N. J.

TO OUR DAHLIA LOVING FRIENDS — Once again we thank you for your loyalty in giving us the support so necessary to enable us to carry on. Your many fine letters regarding our new introductions are greatly appreciated. We are endeavoring to give you the service that you want and expect, and with your co-operation you may have such service, for —

NO TRANSACTION IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED.

Our prices are reasonable and we ask you to **GIVE US A TRIAL —** We will PROVE that we have your interests in mind at all times.

YOU CAN'T LOSE WHEN DEALING WITH PREMIER.

READ CAREFULLY

Terms: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition. We pay all other charges.

Shipments: Roots, May 1st to June 1st. Plants, May 1st to June 10th.

Guarantee: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser.

Notify us immediately if anything is unsatisfactory when received or if root does not start to grow within three weeks after planting. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

READ FREE STOCK OFFER

On retail orders amounting to \$5.00 to \$10.00, you may select **20% in additional stock free**; over \$10.00 **25% free**. Collections are Net.

**OUR SQUARE DEALINGS HAVE
BEEN COMMENDED BY ALL**

Order Early to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

THE SPECIAL COLLECTIONS REPRESENT UNUSUAL SAVINGS

Collections are net.

The **FREE STOCK OFFER** applies to all others.

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OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benched in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out.

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-- DAHLIA SEED --

IF YOU ARE INTERESTED IN DAHLIA SEEDS, why not buy the best. ROCKLEIGH FAMOUS CALIFORNIA SEED WILL GIVE HIGH GERMINATION WITH A LARGE PERCENTAGE DOUBLE FLOWERS WITH GOOD CENTERS. \$5.00 per 100, \$9.00 per 200.

ROOTED CUTTINGS

WE CAN SUPPLY ROOTED CUTTINGS of the newer varieties at 1-3 less than the cost of plants. We do not, however, recommend them for early shipments as they lack the necessary "hardening off" to withstand the change from inside to outside temperature. Proper facilities are needed and time required to give them the care essential to grow them to worth-while plants.

OUR 1939 INTRODUCTIONS

Premier's Exquisite - - (As described at Georgia Test Gardens where it received a Certificate of Merit.) A beautiful incurved pink cactus, blooms, orchid shading to rose pink at center, 7 in. x 5 in., well developed centers, held on long, graceful stems with slight droop, 5 in. to 8 in. above the upper leaves, rich in color tone and distinctively pink; very prolific, plants bearing large number of blooms; plants, vigorous, tallest growing in the test, able to withstand adverse seasonal conditions; foliage, dark green, thick and abundant.

SCORED 83 AT EAST LANSING, MICHIGAN.

ROOTS \$3.50 PLANTS \$1.50

Premier's Winsome - - The most attractive pink I. D. since Kathleen Norris and easy to grow, giving massive blooms in great abundance, will grow naturally to 11 x 6 inches, stems slender but very strong, foliage heavy, leathery, resistant to insects and mildew. Certified at East Lansing, Michigan. Scoring 85.2 E Medium tall.

ROOTS \$5.00 PLANTS \$2.50

UNSOLICITED LETTERS RECEIVED THE PAST SEASON

From La Mesa, California — "Your Premier's Winsome has given real handsome blooms that have been admired by visitors. At our show on the 26th one grower had two blooms in his display which measured 14 inches across, and they were surely beauties."

From Chester, Missouri — "This season I grew many new Dahlias and regardless of color or classification, I can say, unqualifiedly, that "PREMIER'S WINSOME" led the parade by three lengths."

From Grand Rapids, Michigan — "Your Winsome was fine last season."

From Jersey City, N. J. — "Premier's Winsome and Majestic were grand this year and were greatly admired by many visitors to my Dahlia patch. I intend to greatly increase my plantings of both next season."

From Atlanta, Georgia — "Winsome just got better till frost; it is a grand pink."

OUR 1938 INTRODUCTIONS

Premier's Majestic - - A large informal decorative of a beautiful new color combination; salmon, gold and mulberry, a profuse bloomer of large deep flowers borne on cane like stems. Winner as seedling at Irvington, N. J., 1937, Winner at A. D. S. Show, New York, 1938, Awarded Certificates at Storrs, Fairmont, W. Va. and Ewing, Ky., 1937, and at East Lansing, Mich. and Berkeley, California, 1938. An exceptionally beautiful Exhibition Dahlia. Height 5 feet.

STRONG DIVISIONS \$3.50 PLANTS \$1.50

Premier's Paragon I D - - A very pleasing color of gold. The plants are covered with large blooms throughout the entire season. Stem, foliage and habits are all to be expected in a fine dahlia.

STRONG DIVISIONS \$2.00 PLANTS .75

Yowu - Matsuoka - - Straight to Incurved Cactus from Japan and a most attractive giant that has won its share of prizes; Color is a dark carmine almost maroon, bushes grow to 6 feet, and stem and foliage are excellent. We heartily recommend it as a very valuable addition to any garden.

STRONG DIVISIONS \$2.50 PLANTS \$1.00

NEW INTRODUCTIONS FOR 1940

American Victory (American) F D - - The color is a rich deep red that attracts at once. Nice stems, dark green foliage and a splendid plant to grow. Winner of two American Home Achievement Medals. Height 5 feet. **PLANTS \$3.50**

Aztec Chief (Comstock) F D - - Color unusual, light tomato red. Produces many exhibition blooms and has been grown to 14 x 10 inches, it is easily grown to eleven and twelve inches. A very fast grower and early bloomer, and is one of the cleanest plants ever grown in our gardens. Blooms held facing on long straight stems. 5 ft. **ROOTS \$10.00 PLANTS \$3.35**

Billy Larch (Etherington) S C - - Very dark crimson, almost black at center, the blooms average 12 x 6 on very strong stems, 12 inches to first set of leaves, bushes strong and healthy, height 5 feet. Runner up for the Achievement Medal at New York where it received honorable mention. **PLANTS \$5.00**

Carolina Maid (H. H. Robens) F to I D - - A borderline dahlia that will average 11 in. x 5 in. but has been grown much larger. Color, the outer petals are deep rose with salmon suffusions; the center is lemon yellow with deep rose tipping. Scored 86 E at East Lansing and on House Beautiful Honor Roll.

ROOTS \$15.00 PLANTS \$7.50

Carpe Diem (Holland) - - Large flowered Decorative with long strong stem. Color saffron-yellow with apricot glow. A robust grower having dark green foliage. Certified at Haarlem. **PLANTS \$1.50**

Deep Purple (Stephenson, Ruschmohr) F D - - The largest formal in commerce. Blooms average 12-13 inches. One of the few large type dahlias to receive a Certificate of Merit at Storrs Trial Ground and East Lansing this year. Blooms borne on stiff stems, erect with flowers facing sideway. Dark leathery, insect resistant foliage. **PLANTS \$3.50 3 PLANTS FOR \$10**

Eventide (Bissell) I D - - Color is rich deep violet purple. Has strong stem with flower facing side. Foliage dark and resistant. Scored 86 at East Lansing. Winner at Wisconsin in seedling class. Blooms 10 in. to 12 in. x 6 in. deep. Height 4 to 5 feet. **PLANTS \$3.35**

Flash (Salem) - - A gorgeous bi-color Straight to Incurved Cactus. Color a brilliant red tipped pure white with the tips of each petal lacinated to enhance its beauty. Blooms average 7-8 inches across to 3½-4 inches in depth. Winner of the Achievement Medal at Pittsburgh, the Leonard Barron Memorial Trophy at New York and an Award of Merit at the Georgia Trials. **PLANTS \$7.50**

Glenden's Peach (Ferguson) I D - - Here is a nice informal decorative with long pointed and twisted petals. The flowers average from eleven to thirteen inches on good stems. Bushes, low branching, 4 to 5 feet high. An early and free bloomer. Color, peach pink with cream shadings. **PLANTS \$3.00**

Heracles (Holland) F to I D - - An extra large flowered dahlia and very strong growing variety. The color is a warm vermillion-red with some gold in the center. Stems long and strong. Good keeper when cut. Certified at Haarlem. **PLANTS \$2.50 NET**

Maffie (Exnar - Johnson) S C - - The giant blooms average 13 in. x 8 in. and are of an intense red color. Bushes grow to 6 feet high and the foliage is dark and insect resistant. Winner of the American Home Achievement Medal and also best and largest bloom at 3 shows. **PLANTS \$5.00**

Manhattan (Veile) I D - - Orange red with each petal margined deeper red, yellow at the base of the petals, petals twist showing a buff reverse. Blooms average 11 to 12 inches on excellent stems. Foliage dark green and thick. On the Honor Rolls. Winner of Achievement Medals at New York, Peekskill and Wilmington, Del., Derrill W. Hart Memorial Medal at New York and other prizes at Englewood, N. J., Nazareth, Pa. and Wilmington. **PLANTS \$7.50**

Mother's Day (Australia) - - A giant Informal Decorative shown at New York 11 x 9 inches, it has been grown to 13-14 inches. It is one of the finest whites ever exhibited and will be a sure winner at this season's shows. **PLANTS \$3.50**

Pink Amelia (Edison) - - One of the finest Semi-Cactus to date. Blooms freely, from 9 in. to 12 in. across and to a depth of 5 in. A beautiful true pink color. Bush grows about 5 feet tall. Stems long and stiff. On Honor Roll. Silver Challenge Cup 1939. **PLANTS \$2.50 NET**

Pink Giant (Holland) I D - - Color is a lively rose-pink. Average size 9 in. to 10 in. x 6 in. deep. Strong stem holds flower erect. First class Certificate at Haarlem and Amsterdam and selected for trial at Wisley. Winner of the Silver Challenge Cup 1939. **PLANTS \$2.50**

Progress (Salem) I D - - An exhibition bloom of immense size and excellent quality on long, straight, stiff stems, well above the first set of leaves. Color, rosy mauve. The outer petals fall well back to the stem giving the bloom great depth. Bush clean growing with leathery foliage to height of 5 to 7 feet. Winner of American Home Achievement Medal at Baltimore and winner in seedling class at Peekskill, N. Y. On Honor Rolls. **PLANTS \$7.50**

Purple Lady (H. H. Robens) S C - - Imagine a rich purple Semi-Cactus that scored 84 at East Lansing. We have several good purples in the Decorative types but Purpel Lady should fill a vacancy for the needed Semi-Cactus in this color. Blooms 10 to 12 inches in diameter with good depth are held on strong stems. A dahlia you will want to grow. **ROOTS \$10.00 PLANTS \$5.00**

Salmon Baby (Holland) - - An elegant small flowered Semi-Cactus. The many lovely shaped flowers are borne on strong thin stems. Color a rich salmon shade with a center of apricot. Certified at Haarlem and Amsterdam.

PLANTS \$1.50

Silver Lady (Bissell) I D - - White, lightly flushed and edged lavender. One of the four dahlias to win a Certificate of Merit at Fairmount Trial Grounds in 1938. On Honor Roll. **PLANTS \$3.35**

Tasmania (Holland) S C - - The color is raspberry-red with tops of petals buttercup-yellow and thus a magnificent combination of colors is formed. Awarded Certificates of Merit at Haarlem and Amsterdam. **PLANTS \$3.50 NET**

The Governor (Berwick - Dahliadel) F D - - Named in honor of Gov. Herbert O'Connor of Maryland. A bright sulphur yellow which is without question a Formal Decorative of beautiful form with wide heavy petals that roll back at the tips. It easily grows 11 x 6 inches with long erect stems and strong rugged insect-resistant bushes about 5 feet tall. Blooms from the middle of July until frost. Won 14 Blue Ribbons in this Fall's leading shows. A much needed variety in its class that will grow for everyone without any pampering. **PLANTS \$2.50**

Thomas J. Watson (C. Whan) I D - - An immense Informal of soft buff with rose reverse; this dahlia has depth, good stem, with the first set of leaves well below the massive bloom. The foliage is tough and insect resistant. Winner of the Mrs. Charles H. Stout Medal at the New Jersey Dahlia Society Show at Kearney. Mr. Whan is giving the public a chance to buy a good dahlia for a fair price. **ROOTS \$7.50 PLANTS \$3.00**

Victory (Asther - Ruschmohr) F D - - The long-looked-for pink Formal has arrived. Blooms 11 in. x 7 in. Fine stem and foliage. Excellent keeping qualities. Best Formal Decorative seedling in Chicago Show (1938) and New York, Camden, and Rockville Centre (1939). **PLANTS \$3.50 3 FOR \$10.00**

Yellow Glory (Frey - Dahliadel) S C - - A magnificent Semi-Cactus of clear lemon yellow that will easily grow 12 x 7. It is beautiful in form with artistically twisted petals and a very high full center. Perfect stems. A good sturdy bush which grows about 5 feet tall. Unusually dark foliage for a yellow variety. Certified at Storrs and winner of numerous prizes. **PLANTS \$3.50**

PREMIER DAHLIA GARDENS

63 MERTZ AVENUE, HILLSIDE, NEW JERSEY

Order No. Date

Ship to

Address

Amount Enclosed When

**TRADE DISCOUNT — 33 1-3 per cent off Current Introductions excepting those
marked Net. 40 per cent off all others. Collections Net.**

— Use Other Side for Correspondence —

1940 LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS.

Abbreviations: F D, Formal Decorative; I D, Informal Decorative; S C, Semi-Cactus; C, Cactus.

Growing Heights: L, Low; M, Medium; MT, Medium Tall; T, Tall.

* 1939 Introductions.

		Height	Roots	Plants
ALICE MAY (I D)*	White, from Australia	MT	\$5.00	\$1.75
AURORA (I D)*	Peach pink effect, very large	MT		2.50
AUTUMN MIST (F D)	Oyster white, streaked purple	MT	3.00	1.00
BORCH FORAKER (I D)*	Giant scarlet	T	5.00	2.00
BRILLIANT LADY (I D)*	Reddish French purple. Fine. (Pot root — \$5.00)	T	7.50	2.50
CARL G. DAHL (I D)	Apricot and old rose	M	2.00	.75
CRACKER JACK (S C - I D)*	Flame red, reverse tan, (Pot root — \$3.50)	MT	3.50	1.50
EVERYBODY'S FAVORITE (I D)*	Rose pink, grows very large. (Pot root — \$6.00)	T	10.00	3.50
FIGARO (S C)	Golden yellow, flecked crimson	M		1.25
GLADIATOR (I D)*	Orange red	M		1.50
GLAMOUR (I D)*	An immense true purple. (Pot root — \$6.00)	T	10.00	3.50
GOLDEN BEAUTY (I D)	Giant golden yellow	MT	2.00	.75
GOLDEN SPIKE (S C)*	Golden yellow	M	5.00	2.50
HILLSIDE GOLD (C)*	Gold	M	3.50	1.50
HILLSIDE SUNSET (I D)*	Autumn shades, gold, red edge	MT	7.50	2.50
JOYCE LOUISE (I D)*	Orchid pink	M	3.50	1.50
LANGELOTH (I D)*	Nopal red, tipped white	M	5.00	1.75
LOIS WALCHER (F D - I D)*	Pansy purple, tipped white. (Pot root — \$2.50)	MT	3.75	1.50
MARIETTA E. (I C)*	Canary yellow	MT	3.50	1.25
MAYOR FRANK OTIS (I D - S C)*	Honey yellow with copper shading. (Pot root — \$10.00).	MT	15.00	5.00
MILDRED POTE (I D)	Phlox pink	M	3.00	1.00
MISS CLIO (F D)*	Amaranth pink, yellow center	MT	3.00	1.00
MODEL 999 (S C)*	Brilliant flame. (Pot root — \$3.50)	MT	5.00	1.50
MRS. C. E. WILDON (F D)	Scarlet, reverse orange buff	MT	2.50	1.00
MRS. WM. S. KNUDSEN (I D)	Clear white	M	1.00	
MRS. C. J. SOWTON (I D)	Pinkish cinnamon prize winner	M	2.50	1.00
PEACE (I D)	Snow white	M	2.50	1.00
PREMIER'S EXQUISITE (C)*	Pink, shading to rose-pink	T	3.50	1.50
PREMIER'S MAJESTIC (I D)	Salmon, gold and mulberry	MT	3.50	1.50
PREMIER'S WINSOME (I D)*	Massive pink, very attractive	MT	5.00	2.50
RITA WELLS (I D)*	Grenadine pink and buff gold, Giant	M	7.50	2.50
ROSY MORN (I D)	Deep rose pink	M		1.00
ROULETTE (S C)*	Lavender pink, white center	M		1.75
SAN FRANCISCO (I D)*	Shrimp pink	MT		2.50
STRAIGHT'S WHITE (I D)	Very large white	M	3.50	1.50
SUNRAYS (I D)	Buff apricot, suffused red. A giant	L	5.00	1.75
SUNSET SATAN (S C)*	Apricot buff, red suffusion	T	3.00	1.25
VIRGINIA RUTE (I D)*	Deep red or maroon	M		2.00
VIRGINIA SHIPLEY (F D - I D)*	Lemon yellow	T	5.00	2.00
YOUR LUCKY STAR (C)*	Amaranth pink with white center	MT	5.00	1.50
YOWU MATSUOKA (I C)	Dark Carmine (Root stock scarce)	T	2.50	1.00

DOZEN — 10 TIMES SINGLE PRICE; 3 MAY BE ORDERED AT DOZEN RATE.

Money Saving "Super-Value" Collections

Special Offerings of Unusual Collections of Outstanding Dahlias

ROOT COLLECTION "A" — Labeled varieties in a wide variance of colors at \$4.50 per Dozen Roots. Postpaid. **FULL VALUE GUARANTEED.**

SUPER-VALUE PLANT COLLECTION "B" — YOUR OPPORTUNITY TO OBTAIN SOME OF THE VERY BEST AT LOW COST. Each 45c Net. — 12 plants for \$4.50 Net. Postpaid.

Ballego's Surprise, Bernice Geer, Betty Malone, Betty Zane, California Idol, Carl G. Dahl, Charles A. Mastick, Dean Anderson, Freckles, Freda George, Golden Beauty, Lord of Autumn, Maryland Dixie Queen, Murphy's Masterpiece, Opal, Oakleigh Monarch, Purple Mist, Son of Satan, Watchung Giant and Yellow Marvel.

YOU WILL BE PROUD

SUPER-VALUE PLANT COLLECTION "C" — THE BEST OF THE TWO YEAR OLD INTRODUCTIONS. Each 60c Net. — 12 for \$6.00 Net. Postpaid.

Autumn Mist, Cornell, Darcy Sainsbury, Enkart's Prima, Grand Master, Julius Bunge, Kate Smith, Katie-K, Kentucky Sportsman, Koki, Lavender Edge, Mildred Pote, Miss Clio, Mother Maytrott, Mrs. C. E. Wildon, Mrs. C. J. Sowton, Pink Elegance, Peace, Robert L. Ripley, Rockley Dictator, Rosemary's Beauty, Rudolf's Giant, Shirley Temple, Sleepy Hollow and Volcano.

TO GROW AND EXHIBIT

SUPER-VALUE PLANT COLLECTION "D" — Any 6 plants for \$7.00 Net. Postpaid.

Alice May, Borch Foraker, Cracker Jack, Hillside Gold, Joyce Louise, Langeloth, Model 999, Premier's Exquisite, Premier's Majestic, Straight's White, Sunrays, Virginia Rute, Virginia Shipley and Your Lucky Star.

THE ENTIRE COLLECTION OF 14 PLANTS FOR \$15.00 POSTPAID

THESE PRIZE WINNERS

SUPER-VALUE PLANT COLLECTION "E" — 6 plants for \$10.00 Net. Postpaid.

Aurora, Brilliant Lady, Hillside Sunset, Premier's Winsome, Rita Wells and San Francisco.

SUPER-VALUE PLANT COLLECTION "F" — 6 plants for \$12.50 Net. Postpaid.

Everybody's Favorite, Glamour, Mayor Frank Otis, Premier's Winsome, Aurora, and Rita Wells.

WONDER DAHLIAS ALL

YOUR CHOICE OF A PLANT OF ANY VARIETY (1940 Introductions Excepted) may be made gratis when orders from collections amount to \$25.00.

NOTE — WE WILL ADD AN EXTRA ROOT OR PLANT FOR ALL ORDERS FOR COLLECTIONS PLACED BY MARCH 1ST.

ORDERS FOR COLLECTIONS MUST BE PLACED NOT LATER THAN APRIL 10TH as we can make no promise of having sufficient stock after that date. **A DEPOSIT OF 25%** will hold order till shipping time.

GROW THE PRIZE WINNERS